

ARCHITECTURAL TERRA COTTA

BROCHVRE SERIES

VOLUME THREE



THE
STORE

NATIONAL
TERRA COTTA SOCIETY
U. S. A.

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Hampton Shops

Fiftieth Street east of Fifth Avenue, New York.

Rouse & Goldstone, Architects.

IN architectural harmony with the Gothic beauty of St. Patrick's Cathedral, which it faces, stands this stately modern shop building. The façade is an interesting example of the successful use of terra cotta in a style of architecture which has traditionally been constructed in granite. A photograph and description of the façade appears on page nine.

ARCHITECTURAL TERRA COTTA
BROCHURE SERIES VOLUME THREE

THE STORE

THIRD EDITION

"ARCHITECTURE, AS A
PHASE OF ART, IS AN
EXPRESSION IN BUILD-
ING OF THAT IDEALISM
WHICH IS CAPABLE OF
TRANSLATION INTO
STRUCTURAL TERMS."

IRVING K. POND, C.E., A.M.



NATIONAL
TERRA COTTA SOCIETY

ONE MADISON AVENUE NEW YORK

MEMBERS' FACTORIES IN ALL PARTS OF THE UNITED STATES



N E W Y O R K ' S T E R R A C O T T A L I N E



HERE are some stores in every city that everybody knows. There is always something unique and distinctive about such stores, and usually they have the cream of the local trade. If you investigate you will find that in most cities a large proportion of the newest of these well-known, successful stores have handsome fronts of architectural terra cotta. It may be a beautiful touch of color that gives them such distinction. It may be a tasteful, ornamental design. But all over the country you will find that the very best in store fronts are of terra cotta.

It is not alone for store fronts that architectural terra cotta has had such a remarkable development of recent years. From coast to coast terra cotta is used on most of the newest and finest hotels and residences, office buildings and railroad stations, stores, schools, banks, theatres, moving picture houses, etc. In the following pages, however, we want to tell you more particularly about the advantages of architectural terra cotta for store fronts, and to show you pictures of what progressive merchants in many lines of business have done to give their stores the bright, clean, distinctive appearance that attracts the best class of trade.

Architectural terra cotta has many unique advantages that make it the ideal permanent building material. In the first place it gives wonderful opportunities for the use of color and ornament. Terra cotta designs have a wide range, from the most elaborate and artistic treatments in rich colors to simple and dignified designs that are both beautiful and inexpensive.

Architectural terra cotta is an economical building material. The first cost is moderate, and there is no up-keep cost, such as painting, etc. Glazed terra cotta can be washed clean with soap and water.

Architectural terra cotta is permanent, and because it is made by fire it is fire-resisting. It is unaffected by weather conditions and it never fades.

As an advertising proposition alone, an architectural terra cotta store front is a profitable investment. It gives character and distinction to your business. The terra cotta store shines out by contrast with dull and dingy neighbors. It has the trim, neat appearance that fairly invites a customer in. It talks of quality goods and up-to-date service. It attracts the desirable new trade that is the breath of life to any business. If erected to rent, a terra cotta building is not likely to lack tenants.

As a means of putting new life into old properties, terra cotta is particularly valuable. Anyone who has had much experience with real estate investments knows how difficult it is to keep old properties occupied at a satisfactory rent. Architectural terra cotta works wonders in remodeling dingy, run-down buildings into attractive,



C H I C A G O ' S T E R R A C O T T A L I N E

easily rented stores and offices. As a real estate expert recently put it "the general character of the old building is entirely changed, and in its place we have a new style of building with a well-designed and interesting looking facade, whose white glazed terra cotta and spots of color will give it enough character and life to make it the show place of the neighborhood, and give it the first call on seeking tenants. 'The best place in the neighborhood' carries with it an advertising value which seldom fails."

Because of these many practical advantages, the best architects everywhere favor the use of architectural terra cotta for store fronts. It permits them to work out attractive color schemes and beautiful designs in the most effective and economical form. Builders like to work in terra cotta for similar reasons. They know that terra cotta is a dependable material that lets them deliver a building on schedule time to the complete satisfaction of the owner. No special machinery or apparatus is required, and any good builder can erect a terra cotta store front.

If you are interested in the possibilities of architectural terra cotta and would like definite information in regard to a terra cotta front for your store, or for any building enterprise in which you are interested, write to us.

The National Terra Cotta Society is at your service. If you will tell us just what your building problem is, it is probable that we can offer some helpful suggestions.

In writing, address the NATIONAL TERRA COTTA SOCIETY, 1 MADISON AVENUE, NEW YORK CITY. You incur no obligation at all. We are anxious to help you find out anything you want to know about architectural terra cotta. That is what the Society was organized to do.

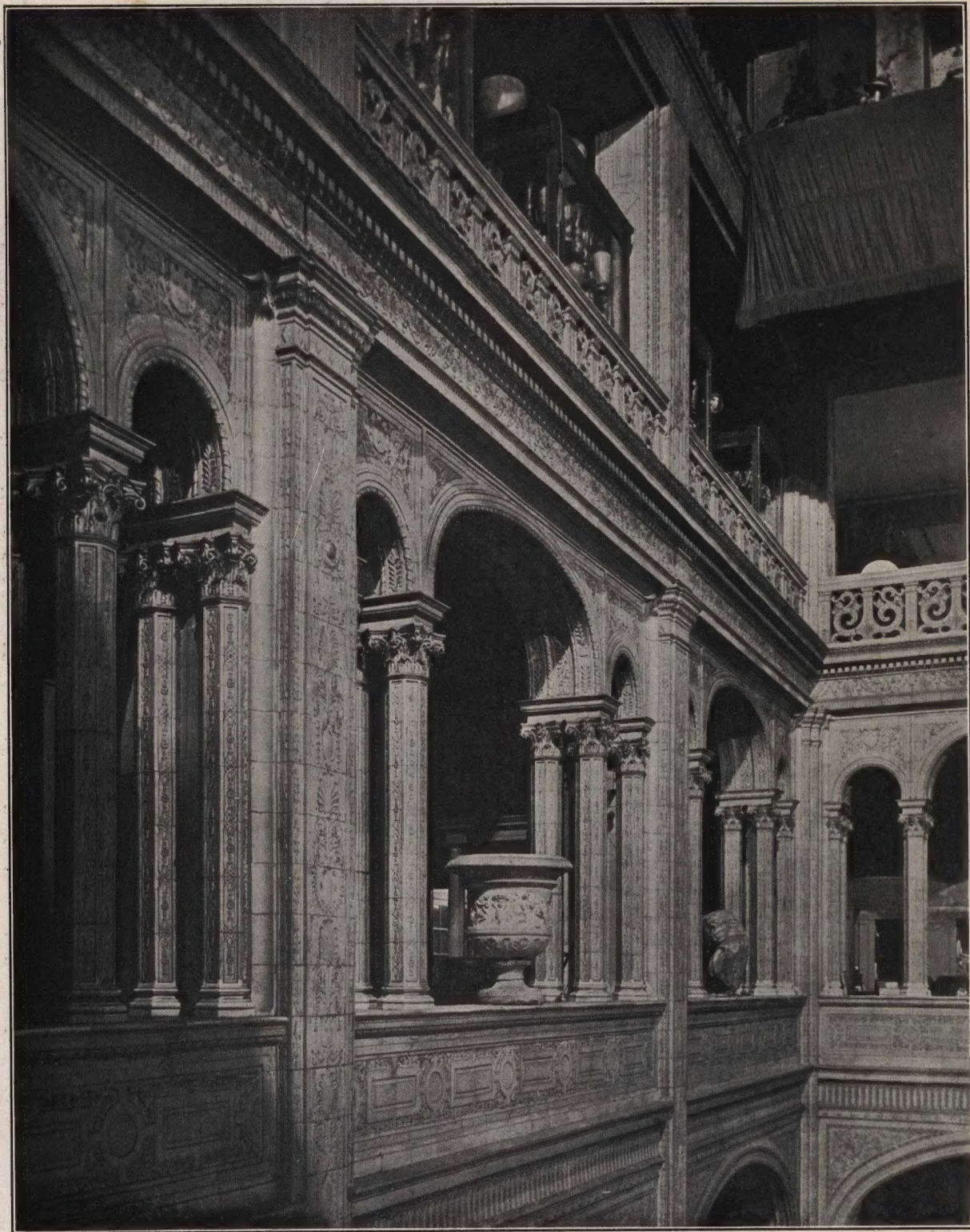
The various members of this Society make terra cotta and sell it, but the National Terra Cotta Society has nothing to sell. It is merely concerned that you should know the possibilities of terra cotta as a building material for your particular purposes.

In the following pages are shown photographs of a variety of terra cotta store fronts for many different lines of business, together with brief descriptions of color schemes, designs and decorative treatment. On page seven will be found a short article telling what architectural terra cotta is and how it is made.

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S A N F R A N C I S C O ' S T E R R A C O T T A L I N E



INTERIOR COURT

JOHN WANAMAKER'S NEW STORE BUILDING, NEW YORK, N. Y.

D. H. Burham & Co., Architects

THIS beautiful composition of the Italian Renaissance is entirely of architectural terra cotta, cream shade, matt glaze finish, set with close joints. The court is seven stories high and approximately sixty feet square. The illustration of the loggia tells better than words of the fineness of decorative detail that can be attained in terra cotta.

THE MAKING OF ARCHITECTURAL TERRA COTTA

Terra cotta, as a literal translation of the Italian words indicate, is "Burnt Clay." Modern architectural terra cotta is, of course, a more complex product and it undergoes many operations besides burning, but the basis of terra cotta is always clay and the final operation in its manufacture is always burning at a tremendous temperature.

Terra cotta is practically an imperishable material. The earliest written records of mankind have come down to us on a crude form of burnt clay. Assyria, Phoenicia, Babylon, all show examples of terra cotta in its earliest architectural application; its development can be traced clearly through the southern countries of the Eastern hemisphere, in Egypt, Italy and Spain. In Italy, in the Fifteenth Century, Lucca Della Robbia executed much of his best work in terra cotta, and was particularly successful in the development of glazed colors. It has taken many years to attain and surpass the point at which he left the development of terra cotta.

In the United States, architectural terra cotta was first manufactured shortly after 1870. Its development has been rapid. First used only as insert ornaments of buildings and in red and buff colors, it soon reached a point of structural efficiency where its strength and comparative lightness compelled its recognition as being a material especially adapted to architecturally clothe the modern steel frame building. The successful development of the first glazes less than twenty years ago gave great impetus to further advance, for with the principle of terra cotta glazes understood the matter of developing various colors was comparatively simple. To-day almost any color can be produced.

So in modern architectural terra cotta we have a thoroughly practical structural material and one that is susceptible to treatment in any one permanent color or any combination of soft or brilliant colors. Add to this the flexibility of modeling in its plastic state, the fact that it is fire-resisting and economical to manufacture and erect, and the very general use of architectural terra cotta is easily understood.

In the manufacture of terra cotta, models are made for every piece different in size and shape, and plaster moulds are made from the models. The fact that a large number of pieces may be produced from one mould is largely responsible for the economy of architectural terra cotta construction. The plastic terra cotta body is pressed in the mould by hand, and after turning out of the mould the piece is artistically retouched. The pieces are then dried, and at this point the color glaze, or slip, is applied and the material placed in the kilns.

The kilns are fired to a heat at which the terra cotta is white hot, shimmering and translucent. The color develops by chemical reaction and the glaze vitrifies. Partial vitrification occurs in the terra cotta body, which takes on a flint-like hardness. It is this high temperature treatment that makes terra cotta fire-resisting.

From the kiln the terra cotta is taken to the fitting shop where it is assembled, inspected, and marked with the setting numbers, corresponding to the setting drawings which the manufacturer prepares for the builder.

Terra cotta is always carefully packed for shipment in hay or straw, and the loads properly braced. Upon arrival at the destination the builder has only to follow the manufacturer's construction drawings to erect the terra cotta in a thoroughly satisfactory manner.



THE SHERWOOD BUILDING, SPOKANE, WASHINGTON
K. K. Cutter, Architect

THIS entire front is of light gray unglazed architectural terra cotta. The repetition of motifs in the façade tends to economy in the manufacture of the terra cotta.

THE facility with which terra cotta may be modelled makes it the best available material for the execution of Gothic motives in design.



DETAIL OF THE ENTRANCE



HAMPTON SHOPS, NEW YORK, N. Y.

Rouse & Goldstone, Architects

THE unusual Gothic façade of this building, housing a mercantile establishment catering to a most select trade, is entirely of architectural terra cotta in strongly variegated granite shades.

BIERMA'S STORE, BUFFALO, N. Y.
Carl Schmill & Son, Architects

ONE bent on purchase would obviously be attracted by this artistic store front, serving as an appropriate frame to the merchandise displayed within. The entire façade is of buff colored architectural terra cotta.



KRUGER'S, BALTIMORE, MD.
Walter M. Geiske, Architect

THE execution of this architecturally well balanced design was made possible by the use of cream matt glazed architectural terra cotta. It is kept permanently bright and attractive by an occasional washing with soap and water.



LIGON STORE, BIRMINGHAM, ALA.

W. C. Weston, Architect

A SMALL store building of distinct individuality in design, accomplished through the employment of and adaptability of architectural terra cotta. The entire façade is of old ivory matt glazed architectural terra cotta.

MERCANTILE BUILDING, FIFTH AVE.,
NEW YORK, N. Y.

McKim, Mead & White, Architects

ARCHITECTURAL terra cotta has given this building an artistic appeal which means patronage. The architectural treatment of the façade is strengthened by the use of glazed ceramic colors, the backgrounds being of black with ornamental reliefs of golden yellow.



CASTLETON BUILDING
TOLEDO, OHIO

Mills, Rhines, Bellman &
Nordhoff, Architects

THE wall surfaces, cornice and cheneaux are of matt cream glazed architectural terra cotta. The ornament is modelled in rather low relief and silhouetted by the background of black glaze.



KING'S PALACE
WASHINGTON, D. C.
F. B. Pyle, Architect

A LARGE store building whose message of "high standard of excellence" is best conveyed by comparison with the appearance of the adjoining structures. Entire façade is of cream matt glazed architectural terra cotta.



OCCIDENTAL LIFE INSURANCE BUILDING, ALBUQUERQUE, N. M.
Trost & Trost, Architects

An unusual arcade treatment, of cream glazed architectural terra cotta; the cartouches at the corners are in polychrome colors.

STORE, AUBURN,
CALIFORNIA
Allen D. Fellows,
Architect

This entire front
is of light grey archi-
tectural terra cotta.



WHITE STORE BUILDING, AUGUSTA, GA.
G. Lloyd Preacher, Architect

An example of the suitability of white glazed architectural terra cotta for producing bright and clean store fronts with a compelling sales appeal. A group of this type with repeating architectural features reduces the cost of the terra cotta materially.



AFTER ALTERATION

BELMONT LUNCH, ALBANY, N. Y.

Marcus T. Reynolds, Architect

THE cheerful freshness of this restaurant has been attained by rebuilding the front of the dingy, unattractive old building, shown below, with matt glazed polychrome architectural terra cotta. The body color of the new front is cream, and the ornament is in amber, black and bronze.



BEFORE ALTERATION



SILVER'S LUNCH, SEVENTH AVENUE,
NEW YORK, N. Y.

B. H. & C. N. Whinston, Architects

AN old New York residence producing little or no income was, through a well designed white glazed architectural terra cotta alteration, made to rent for twenty years with substantial returns, thus paying for the frontal improvement within the first year.



SCHUMAN'S BUILDING, YOUNGSTOWN, OHIO
Chris J. Ott, Architect



THE exterior appearance of a store is a large factor in gaining or losing the goodwill of the public. The conglomerate of signs shown above has been transformed into the refined store building illustrated at the left, by rebuilding the front with white lustrous glazed architectural terra cotta.



WIDENING the street necessitated removing about eight feet of the building shown above. In rebuilding the front, white glazed architectural terra cotta was used, resulting in a store with great attraction value, as illustrated at the right.



STORE BUILDING, YOUNGSTOWN, OHIO
Stanley & Schiebel, Architects

HAVERHILL ELECTRIC CO.,
HAVERHILL, MASS.
James T. Ball, Architect

THE illustrations on this page show the striking difference in appearance of the building before and after the reconstruction of the front with terra cotta trim.



THE transformation of an old ramshackle building into modern attractive stores and offices can be accomplished by the use of architectural terra cotta. Such remodelling in terra cotta can nearly always be carried through without interruption to business. In this case cream matt glazed terra cotta was used for the first story, window trim, cornice and parapet, at a very moderate expense. An unprofitable investment was thus changed into a desirable, easily rented store and office building.



STORE, MILWAUKEE, WIS.

Schnetsky & Son
Architects

A DISPLAY of objects d'art in their proper setting. The entire first story is of cream color architectural terra cotta. Ornament is polychrome.

NORRIS CANDY
COMPANY,
ATLANTA, GA.

Hertz, Reid & Adler,
Architects

THIS delicately modelled lintel panel and border is of polychrome architectural terra cotta and symbolizes the dainty freshness of the candies displayed within.



STRATTON STORE
BUILDING

COLORADO SPRINGS,
COLO.

McClaren & Thomas
Architects

THE decorated
surfaces of this
building are of light
buff unglazed finish
architectural terra
cotta.



INGLIS SHOP
WINNIPEG, MANITOBA

Ross & McDonald
Architects

THIS is probably one of
the best known high
grade tailor shops in the
Canadian Northwest—and
its handsome cream glazed
architectural terra cotta
front has helped to make it
so.



OGLEBY STORE, KANSAS CITY, MO.

Edgar A. Faris, Architect

An attractive color scheme developed in white and green matt glazed architectural terra cotta lends beauty and distinction to this group of stores.



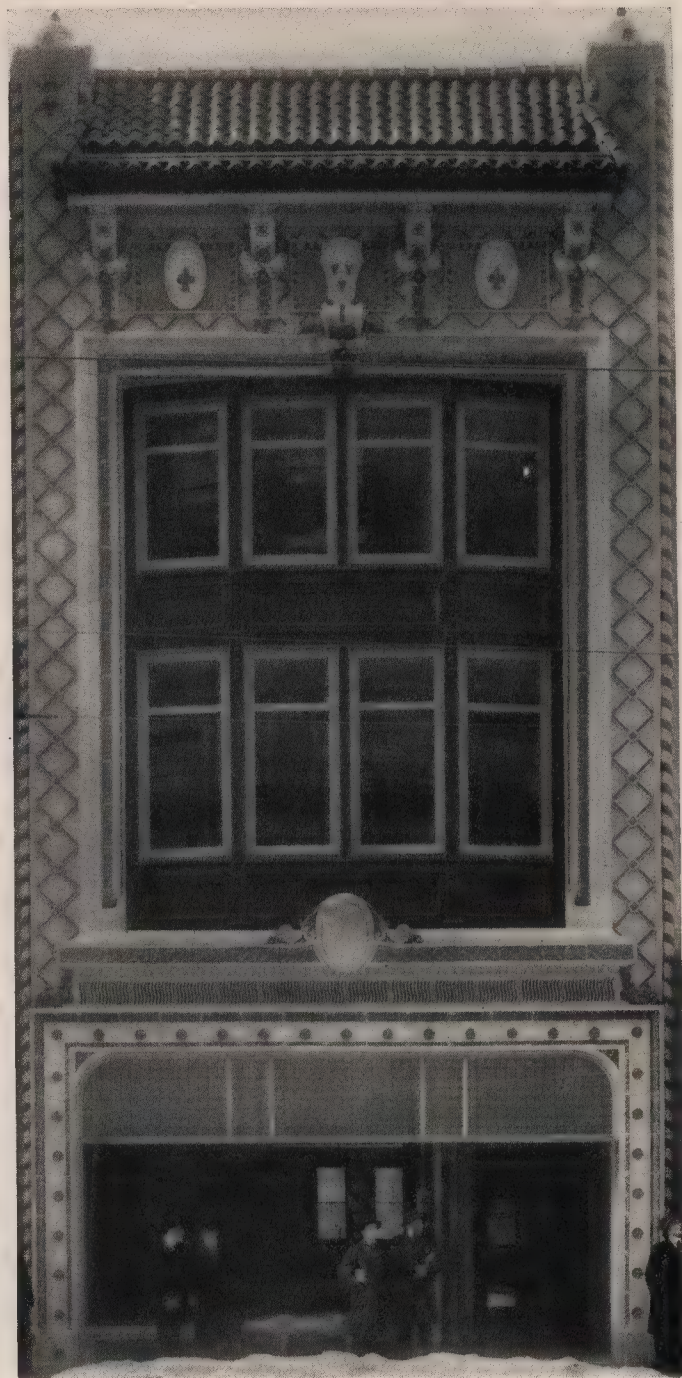
P. H. RUEBEL & COMPANY, LITTLE ROCK, ARK.

Mann & Stern, Architects

The entire front of this attractive building is of old ivory architectural terra cotta, excepting the base course, which is terra cotta resembling pink granite.

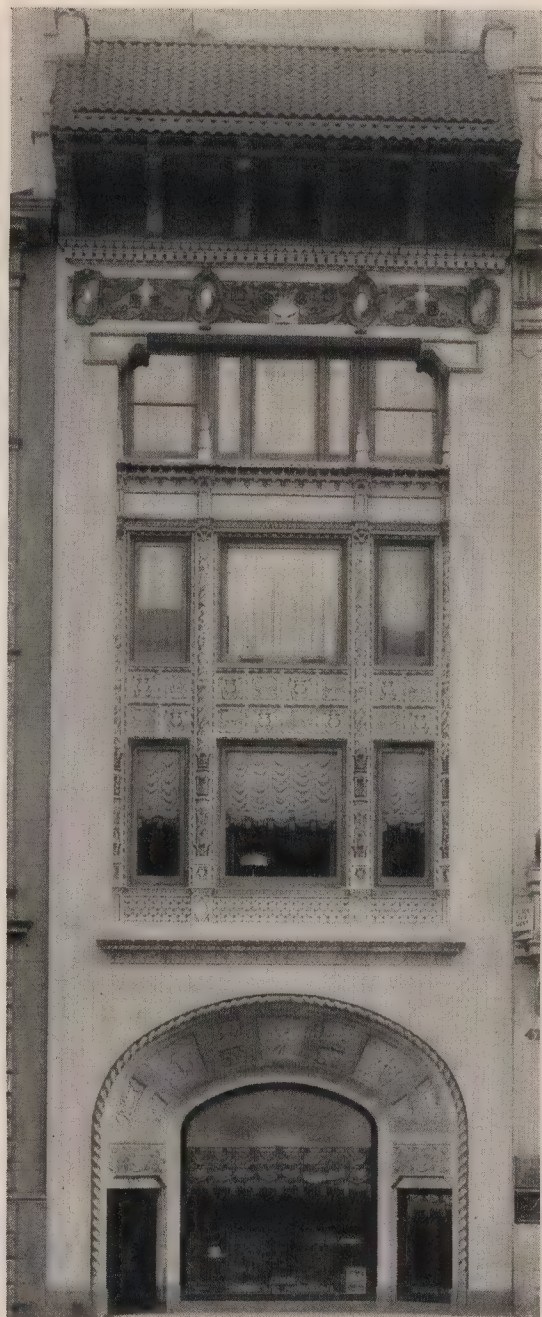
HAVERFORD CYCLE COMPANY,
PHILADELPHIA, PA.
Peuckert & Wunder, Architects

A store front showing the adaptability of architectural terra cotta to designs of simplicity.



MERCANTILE BUILDING, NEW HAVEN, CONN.
C. F. Townsend, Architect

THE correct employment of color in store building façades attracts the eye and the customer; it gives the building a distinctive individuality not easily attained by other means. This entire façade of architectural terra cotta is a combination of strong elaborate ornamentation in relief and rich polychrome colors.



MERCANTILE BUILDING,
NEW YORK, N. Y.

Walter Haefeli, Architect

THE trim of this building is entirely architectural terra cotta with a matt glaze finish. The prevailing color is cream. The pilaster caps at the side of the show window and the panels above are in matt ceramic gold. Above the first story, polychrome in amber colors has been used to effectively brighten and strengthen the ornamental details.



THE EDISON SHOP,
NEW YORK CITY, N. Y.

Shape & Bready, Architects

THE façade of this well-known Fifth Avenue shop is a striking example of the artistic possibilities and appeal of color and ornament. It is entirely of architectural terra cotta, the first story and side piers of grey granite finish, the window trim decoration is cream matt and lustrous gold. The frieze, an effective combination of rich colors in perfect harmony.



BUTLER BUILDING, DES MOINES, IOWA
Norman T. Vorse, Architect

Architectural terra cotta with its sanitary cleanliness is a particularly attractive asset to stores dealing in food products.



STORE GROUP, LAKEWOOD, OHIO
Max H. Weiss, Architect

What opportunity for attracting trade would a dingy store have in comparison with this appealing group? Trim is of white matt enamel architectural terra cotta.



STORES, CLEVELAND, OHIO
Sam. H. Weiss, Architect

Cream enamel architectural terra cotta is the ideal trim for a group of small stores.



COLONNADE OF STORES, CHICAGO, ILL.

Jos. C. Llewellyn, Architect

An attractive grouping of a number of stores of similar design—the façades are entirely of architectural terra cotta, which, due to the repetition of design, permitted of considerable economy in manufacture.



MERCANTILE BUILDINGS
Wm. E. Lehmann, Architect

LAUTER BUILDING, NEWARK, N. J.
John H. & Wilson C. Ely, Architects

The Lauter Building was the first building erected of this group. The architects of the adjoining properties also used cream glazed architectural terra cotta for the buildings they subsequently erected.



MAY-STERN STORE, PITTSBURGH, PA.
F. C. Sauer, Architect



HERE an architectural terra cotta alteration has converted the store portion of two separate buildings into one harmonious whole. The arrangement of merchandise within the show windows is appropriately framed by the matt cream enamel architectural terra cotta of which the entire first story is composed.



CHARLES LENTZ & SON STORE, PHILADELPHIA, PA.
Ballinger & Perrott, Architects

The show room front and the mezzanine story above it are in this case treated entirely in light color glazed architectural terra cotta.



STORE, CHICAGO, ILL.
Wm. C. Carnegie, Architect

This small store front will not suffer by comparison with its taller neighbors—its unusual design and strength of the architectural terra cotta decorations make it an attractive place to trade.



WHITMAN'S
PHILADELPHIA
Bissel & Sinkler, Architects

HANAN'S
PHILADELPHIA
Bissel & Sinkler, Architects

HUYLER'S
PHILADELPHIA
Harris & Richards, Architects

EACH of these buildings houses a national advertiser and a business of substantial reputation. The front of each building is of architectural terra cotta, the dignity and brightness of which attracts the kind of trade which these firms cater to and are an excellent form of permanent advertising.



STORE AND OFFICE, BOSTON, MASS.

Henry Bailey Alden, Architect

THE use of architectural ornament as an outward evidence of interior excellence is convincingly shown. Standing among less appealing buildings, it is sure to attract favorable attention, tenants and trade. The entire façade shown below is of white matt glazed architectural terra cotta.

RUSNAK BROTHERS, CHICAGO, ILL.

J. C. Christensen, Architect

Glazed architectural terra cotta, with granite coloring and texture.



CHILDS
RESTAURANT
NEW ORLEANS, LA.

Favrot & Livaudais
Architects

This simple, graceful front of white glazed architectural terra cotta gives the proper suggestion of appetizing cleanliness within.





BOWLES LUNCH, BUFFALO, N. Y.

Harris & Merritt, Architects

THE illustration only partially conveys the attractiveness of this beautiful building. The entire façade is of architectural terra cotta, the ashlar fields of soft variegated cream matt glaze, the backgrounds of the ornamental features are a dark umber with the ornamental highlights of cream color.



WELLS BUILDING, YOUNGSTOWN, OHIO

Stanly & Scheibel, Architects

BOTH façades from the sidewalk level to and including the cheneaux of the cornice are of white lustrous glazed architectural terra cotta. Terra cotta of lustrous finish is particularly adapted to smoky localities, as it can be easily cleaned.

DUNN-BROWN BUILDING
GREAT FALLS, MONT.

Geo. Shanley, Architect

This façade is entirely of architectural terra cotta, matt enamel finish and light ivory color.



STORE BUILDING,
AUGUSTA, GA.

G. Lloyd Preacher, Architect

The architectural terra cotta of this front is white with matt enamel finish.

McCONNELL BUILDING
CHICAGO, ILL.

H. R. Wilson & Co., Architects

All of the trim is of cream enamel architectural terra cotta.





WM. ORPHAN BUILDING
PONTIAC, MICH.

R. A. Young, Architect

This building, occupied by branches of two of the world's largest retail establishments, is of cream enamel architectural terra cotta.



SOLOMON BUILDING, CHICAGO, ILL.
Lebenbaum & Marx, Architects

A beautiful treatment in cream enameled architectural terra cotta proved an asset of great business value in securing desirable tenants for this store building.

MORRIS BART STORE
KNOXVILLE, TENN.

A. B. Baumann, Architect

The façade shown at the right is of standard finish limestone grey, architectural terra cotta.





WINFIELD BUILDING, FIFTH AVENUE, NEW YORK CITY
Jardine, Hill & Murdock, Architects

IN this imposing Fifth Avenue building the structural qualities and decorative excellence of architectural terra cotta is fully recognized. The façades above first story are entirely of light granite finish architectural terra cotta. The entire first floor is occupied by a retail store of the F. W. Woolworth Co.



McCREERY'S STORE, PITTSBURG, PA.

D. H. Burnham & Co., Architects.

The street fronts of this large department store, occupied by James McCreery & Co., are entirely of cream enamel architectural terra cotta.



RAILWAY EXCHANGE BUILDING, ST. LOUIS, MO.

Mauran, Russell & Crowell, Architects

THE basement, basement mezzanine, first, mezzanine and second to sixteenth stories, inclusive, of this building, which is usually called the "Barr Building," are occupied by the Famous-Barr Dry Goods Co. The exterior is entirely of cream, enamel architectural terra cotta.

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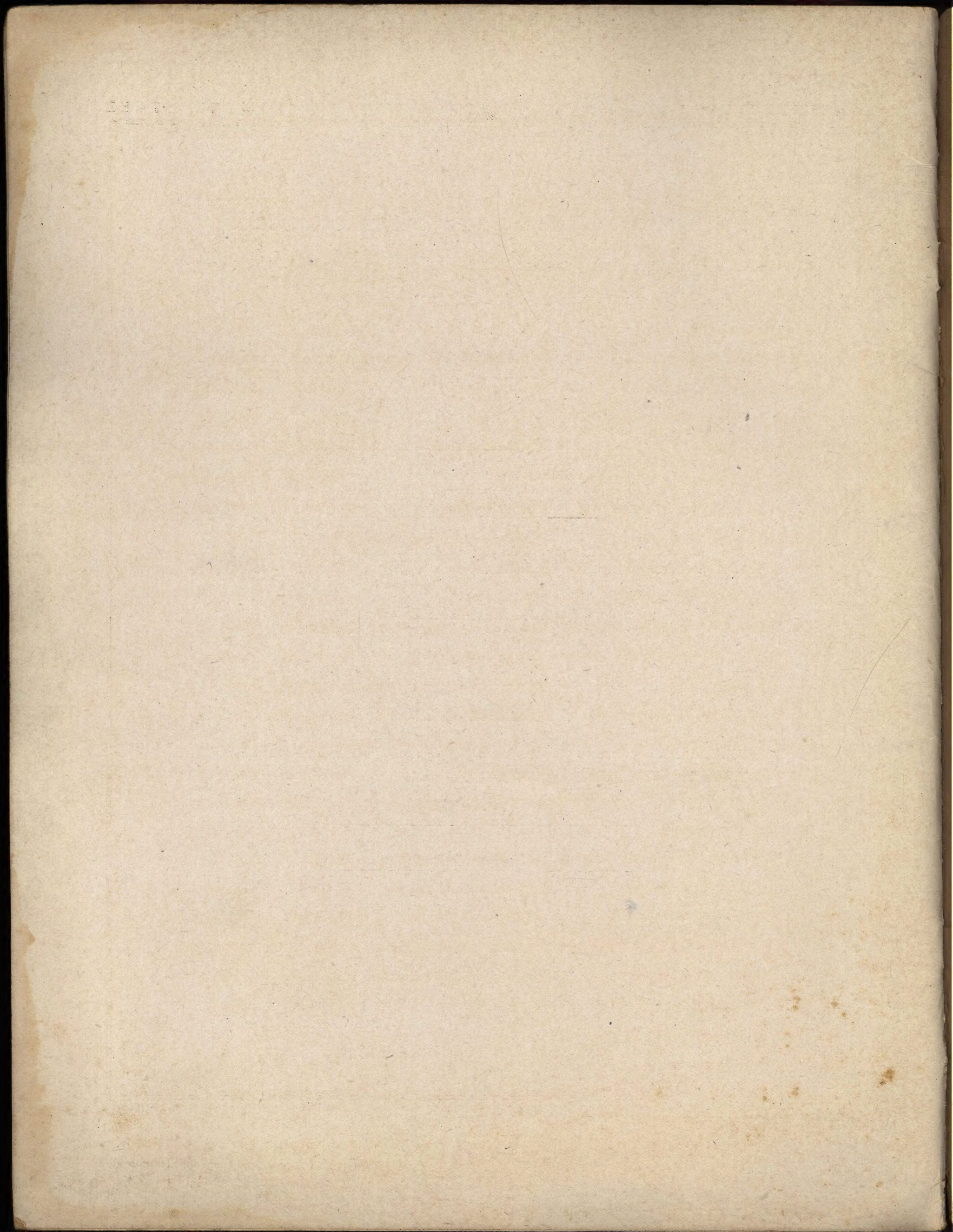
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ONE MADISON AVENUE NEW YORK



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